



# THE OVERSEAS PRESS BULLETIN

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January 21, 1967

## World-Wide Ticker

Edited by JERRY KRISKA

**LENINGRAD.** from SCOTT B. BRUNS

The Russians opened up one of the grandest reception rooms in Prince Stolypin's pre-revolutionary residence to the western press for the show trial of two young ex-GI's who fell for the smooth-talking currency black marketeers that swarm outside this city's hotels.

Moscow's foreign press corps was represented by Bud Korengold, just back from a round-the-world tour and desk duty in New York; AFP's Daniel Priolet; your correspondent for UPI; the AP's Henry Bradsher; the Worker's Harry Laris, newly in as Arthur Shield's replacement; Joaquin Guittierez of Chile's El Siglo and CBS general factotum Pavel Shikman, who came down the final day to film the verdict.

Bradsher, who had to postpone a skiing vacation in Austria to make the trial, brought along wife Monica, who dutifully held the phone for him during the critical opening and closing phases and booked his opera and ballet tickets and took in the museums on her own in between.

Fyodor Fedorenko, number two man in the foreign ministry's press department  
(Cont'd on page 4)

## Brazilian Editor Asks OPCers Aid in Fight Against Government Press Law

A top Brazilian editor, responding to OPC offers of help, has asked the Club and its members to assist in the fight against the Brazilian government's proposed new press law.

Julio de Mesquita Filho, editor of Sao Paulo's *O Estado*, in a telegram early this week asked the Club's members to wire messages to Brazilian officials protesting the law, which will impose heavy penalties on journalists whose copy, in the government's opinion, violates secrecy or reflects unfavorably on social or economic aspects of the country.

His wire came in response to one from OPC President Victor Riesel, pledging that the Club and its members "stand shoulder to shoulder with our brothers in Brazil against government measures to curb free press."

If Brazil succeeds in putting the law into effect, Riesel noted, "it will set off chain reaction for others to follow."

"We will fight with all influences at our command," he concluded. "Let us know what you need. Your struggle ours."

Filho heads a group of about fifty Brazilian editors and journalists who have organized to fight restrictions to be imposed.

In the new law, heavy sentences would be imposed on journalists printing news which is secret or what the government considers injurious to national security. The law also outlines sentences for economic writers whose copy tends to undermine confidence in the economy, or for writers whose copy "offends" public morality.

Filho's son, appearing in his behalf at a Brazil press conference of the editors' group last week, said that his paper would continue to publish regardless of the risks.

"For the success of our campaign," Filho said in his wire to the Club, "I kindly request Overseas Press Club and the greatest possible number of its members cable President Castelo Branco, next President Costa e Silva, Brazilian ambassador in Washington, President House of Deputies, President Senate and Senator Daniel Krieger, Brasilia, protesting against government measures to curb free press and expressing your willingness of standing shoulder to shoulder with Brazilian editors and newsmen."

"Such an action I am sure will lead Brazilian government to revise its position and should assure our success."

## HEARST TEAM: THREE BRAINS BETTER THAN ONE

By ED EDWIN

The "multiple-brain" theory of gathering news has proved its strength in practice, William Randolph Hearst, Jr., told *The Bulletin* in an exclusive interview. Detailing the methodology by which the Hearst Task Force get stories on their journalistic pilgrimages, the editor-in-chief and his national editor, Milton Kaplan, gave reasons why this group approach often develops more significant reports than can a single reporter

relying on one or a set of interviews.

Although the task force "runs over questions" prior to sessions with leaders or other sources, its members do not adhere to strict question-answer format. What occurs is "more of a discussion," Hearst explained. "They are pretty good gives and takes. When arguments develop, they bring out a great deal more information." Kaplan suggested that "the interview as an art form is pretty sterile." To this viewpoint, Hearst added, "An

interviewee can take control. There's not enough time to come back with probes." Hearst and Kaplan felt that a task force can hold the journalistic initiative as it confronts leaders skilled in interview takeovers.

Cited as an example of task force approach was a session with Nikita Khrushchev some years ago.

"We asked Khrushchev why religion per se was a hindrance to advancement  
(Cont'd on page 4)



# Covered.



In The Bulletin. The newsman's world. From top correspondents all over it.

**Athens**  
Al Wagg, Wagg Pictures

**Belgrade**  
Joe Peters, McGraw-Hill, NBC

**Berlin**  
Gary Stindt, NBC Bureau Chief

**Bonn**  
Russell Braley, New York Daily News

**Brussels**  
H. Peter Dreyer, Journal of Commerce

**Buenos Aires**  
Percy Forster, Hearst Headline Service

**Cairo**  
Mike Sullivan, Business Week

**Caracas**  
Martin R. Reynolds, UPI

**Copenhagen**  
Per K. B. Amby, freelance

**Frankfurt**  
Phil Whitcomb, Macnens

**Geneva**  
Andrew Borowiec, The Washington Star

**Hong Kong**  
Dave Roads, McGraw-Hill

**Honolulu**  
James F. Cunningham, The Honolulu Advertiser

**Istanbul**  
Anne Turner Bruno, freelance

**Leopoldville**  
Don Carl Steffen, freelance

**London**  
James Picton, freelance, ABC  
Dan Smith, International Management

**Madrid**  
Enrique Meneses, Fotopress

**Manila**  
Carlos Angeles, author, Pan American Airways

**Mexico City**  
Jaime Plenn, UPI

**Miami (Caribbean)**  
Merwin Sigale, ABC

**Montreal**  
J. Patrick Finn, freelance

**Moscow**  
Scott Bruns, UPI

**Munich**  
David Grozier, Radio Free Europe

**New Delhi**  
Joe McGowan, AP Bureau Chief

**Panama**  
Crede Calhoun

**Paris**  
Bernard Redmont, Westinghouse Broadcasting

**Rio de Janeiro**  
Eileen MacKenzie, McGraw-Hill, Time

**Rome**  
Sam'l Steinman  
A.R. McElwain

**Saigon**  
Beverly Deepe

**San Francisco**  
J. Q. Riznik

**Santiago**  
Martin P. Houseman, UPI

**Santurce**  
Horst Buchholz, Young & Rubicam

**Sydney**  
Peter Harvey, Newsweek

**Vienna**  
Fred Baer, McGraw-Hill

**Washington**  
Jessie Stearns, Topeka Daily Capital

## DEAN GULLION TELLS ABOUT MURROW CENTER

Dean Edmund Gullion of the Fletcher School of Diplomacy at Tufts University, talked to the OPC Board of Governors Monday night about the school's Edward R. Murrow Center of Public Diplomacy and possible areas of cooperation between his organization and the OPC Foundation.

Gullion described the aims, curriculum and progress made at the school and on the center. He projected some areas of cooperation between the university program and the OPC Foundation; the Foundation is going to continue with discussions to explore such areas, including such matters as scholarships, fellowships, the possibility of an OPC chair, and seminars for correspondents.

\* \* \*

### \$1000 GIFT FROM SPECHT

The Club has received a \$1,000 bequest in the will of the late *William Specht*, it was announced at Monday's Board meeting.

Specht, former associate editor of *The Film Daily*, died Oct. 10, 1965.

\* \* \*

### SALISBURY ACCEPTS INVITATION

*Harrison Salisbury* of *The New York Times* has accepted a Club invitation to speak at an OPC luncheon on Jan. 31, at 12:30 p.m.

Salisbury's series of articles based on his trip to North Viet Nam has provoked controversy and brought criticism from such diverse sources as former Sen. Barry Goldwater and ABC News commentator Howard K. Smith.

Goldwater said the stories were another example of what he called *The Times'* "soft" attitude to the enemies. Smith charged that Salisbury had been careless in his reporting.

"In one report, Salisbury detailed civilian casualty figures in the north. Breaking a rule of good journalism, he gave no source. And left the impression he knew the figures to be true," Smith said in a broadcast comment. "Only days later we were told they came from Communist propaganda sources — not famous for truthfulness."

In another ABC-TV News interview, Salisbury said he didn't intend his reporting to indicate that military targets were not hit. "My reporting did indicate that in addition to whatever military targets we hit, we hit a lot of civil housing, and there is no question about it. We did."



## NEW YORK SCENE

Tues., Jan. 31 — Luncheon, with Harrison Salisbury, reporting on his North Viet Nam trip. 12:30 p.m. (See page 2 Story)

\* \* \*

Fri., Feb. 3 — "Shakespeare in Opera and Song," with the Metropolitan Opera Studio. 4:30 p.m.

\* \* \*

Thurs., Feb. 9 — Book Night, "Blueprint for Peace", with author Richard Gardner, former adviser to the US United Nations delegation. Cocktails 6:30 p.m., dinner 7:30.

\* \* \*

Mon., Feb. 20 — Luncheon, with Eugene Rostow, consultant to the Undersecretary of State for Political Affairs, discussing NATO and East-West trade. 12:30 p.m.

\* \* \*

Thurs., Feb. 23 — Luncheon with Judge Harold R. Medina, discussing the NY Bar Association report on freedom of the press in covering court matters. 12:30 p.m.

\* \* \*

Mon., Feb. 27 — Luncheon, with Labor Secretary Willard Wirtz, discussing mutual responsibility of government and press. 12:30 p.m.

\* \* \*

All reservations not cancelled 24 hours in advance will be charged to members' accounts.

## A BATHLESS SAFARI

Mogadishu, sweltering capital of the Somali republic, is only 650 miles from Addis Ababa. But East Africa AP Correspondent Dennis Neeld and Johannesburg-based AP staff photographer Dennis Royle had to fly four times over the Red Sea to Arabia and back to get there and then return to base.

Neeld and Royle were in Ethiopia for an African summit meeting and then were assigned to take a look at the situation in the arid Horn of Africa.

But there's no direct flight between the Ethiopian and Somali capitals. The newsmen had to get there across the Red Sea by way of Aden. Aden Airways has a direct flight from Mogadishu to Nairobi, Neeld's base. But the day before the two AP staffers were due to catch the plane a bomb went off in an aircraft over southern Arabia killing 28 persons. All Aden Airways pilots promptly went on strike and Neeld and Royle were stranded. Finally they got out by flying back to Aden, catching a connecting flight from India to Nairobi.

Mogadishu may be inaccessible but the authorities there make up for it in the way of co-operation. Government officials were only too happy to be interviewed. They made arrangements for a visit to the turbulent Kenya border where Somali nationalists put on a big parade for the benefit of the newsmen.

The flight there was no picnic and only when the little plane bounced to a stop within yards of a towering thorn tree did the pilot confess it was the first time that an aircraft had ever put down on the improvised airstrip.

The take-off was even more hair-raising. As the plane was about to get into the air a herd of camels wandered across the strip. The plane missed them by a hump.

On the border a grizzled old desert commander made an impassioned speech praising The Associated Press for sending men on a journey that "must have been of many moons". He wasn't far wrong. His troops, he declared, were honored and he led them in a blood curdling howl that apparently was the Somali equivalent of three cheers.

Royle, acting like a Lawrence of Arabia and discovering a talent for oratory, replied with equal passion. At the end of his speech, one puzzled Somali speaking no known language asked through an interpreter whether Royle was running for president. If he had been he would have romped home a winner.

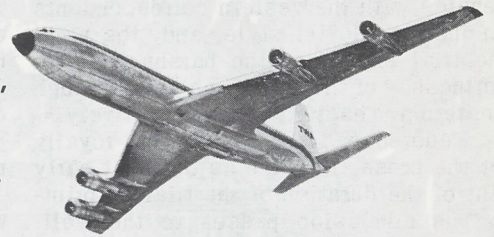
Back in Mogadishu, Prime Minister Abdirazak Haji Hussein completed a lengthy questionnaire outlining Somalia's policies and warning that the Horn of Africa was ripe for foreign interference if its problems were not settled.

Only the Somali army, equipped with Soviet weapons ranging from howitzers to hand grenades, was sticky. But the government information service obliged with pictures of much of the equipment.

Mogadishu probably will never be a fashionable tourist resort, but for those interested it has the most beautiful girls in all Africa.

For Neeld and Royle it had been a five-week safari — and five weeks without a hot bath.

## News break:



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## WORLD-WIDE TICKER

(Cont'd from page 1)

ment, came down from Moscow along with a number of Soviet newsmen who livened up breaks in the trial with their debates with the western correspondents on justice, Soviet style, and, the night the trial ended, on the harshness — or softness — of the verdict as seen through western and eastern eyes respectively.

Fedorenko fixed things up royally for the press. He gave us our best early hint of the duration of the trial by printing us admission passes to the well-guarded "open" trial which said "Dec. 19-21." This proved to be the exact length of the session.

A phone room down a slippery flight of marble stairs from the courtroom had two phones, one a special green line on which Moscow could be reached sometimes in a matter of seconds, the other a white phone which was always slower and sometimes simply did not function.

Outside was a sign labeled "press room" in English. The Russian press

went somewhere else. We never did see where.

A spacious coffee bar just off the main courtroom was reserved for defendant Gilmour, his father and counsel, court officials, translators and, cosily, the press.

There Gilmour, out on bail, impressed everyone concerned as the bright young journalism graduate who is going to make somebody a fine reporter.

We didn't get such a close look at Wortham, who was hustled in and out of the court between armed guards. Though obviously worn down by his confinement, he was impressive in his sincerity in the traditional "defendant's last say" which winds up Russian trials. He was touching in his youthful bitterness at the witnesses who helped him put himself in jail for his confessed slip-ups.

Leningrad was built as a European city and you can't help getting the feeling when you come here after a substan-

tial stay in Moscow that Peter's "window on the west" is a bit more open than the capital. The self-respect of the Petersburg architecture, the broad vistas along the Neva, the noticable city pride of the inhabitants all tend to stir the visitor.

Our Russian colleagues noticed it too. One Muscovite down for the trial stared at the plunging necklines of a couple of the hotel go-go girls twisting to the jangle of the juke-box in the dollar bar, poked me and asked in a genuinely sincere tone, "are those tourists?"

### MUNICH . . . from DAVID GROZIER

Apparently the Western press is not alone in its difficulties. Official figures show that circulation of the major Soviet dailies dropped off markedly in 1966. Pravda lost a million readers (down from 7,000,000 in '65 to 6,000,000 in '66), Komsomolskaya Pravda at least half a million (6,800,000 in '65 to "more than 6,000,000" in '66) and Izvestia 300,000 (7,800,000 in '65 to 7,500,000 in '66).

Observers attribute the decline principally to the effect of television. About 16,400,000 sets were sold in the USSR

## HEARST TEAM

(Cont'd from page 1)

in the Communist party," Hearst recalled. "He answered that Russians were free to practice the religion of their choice."

Recognizing this response as a dodge, the task force charged the top Soviet with not answering the question. "That's not what we asked," they advised him. Khrushchev "blew up", according to Hearst, and emphasized about Communists: "We're atheistic." This second response corroborated the implication of the initial question, and the task force had its item.

"We clarify points and don't leave anything undone," Hearst continued. "What we write is a composite of conversation among ourselves."

Earlier, Hearst, Kaplan, and Bob Considine, as task forcers, were honored at an OPC dinner. Also attending were Fannie Hurst, Bert Lahr, and other well known personalities. At the dais were President Victor Riesel, and Third Vice President James Sheldon. Considine acted as master of ceremonies.

"A Hearst Task Force is an innovation in reporting," Considine said. It is able to intrude and get into situations, chancelleries, and other offices that would be barred to reporters as such." After outlining how these teams started

in 1955 under Kingsbury Smith and Frank Conniff, he recounted that their "happening to be" in certain areas enabled them to develop good stories.

An instructive example was the study trip to Moscow when Khrushchev happened to be nominally "no more" than party secretary. But the task force "saw his emergence in a most interesting way," Considine elaborated. "When we went into his office, Khrushchev said, 'I'll take no calls.' That was like saying, 'I won't take any calls from Shakespeare.' The task force sensed his role was to be of great moment."

Hearst told the dinner guests that "when we went to Russia, we weren't promised anything." He quoted Roy Howard's axiom about how to get a story.

"You've got to be there, that's all," Howard would say.

"The fact was," Hearst added, "that the Russians wanted to make an impression on the Hearst press." And it was there.

Most recently, the task force has been probing — and arguing in — the Far East. Considine remarked how surprising it was that two former Secretaries of State, Dean Acheson and John Foster Dulles, had had virtually no first-hand knowledge of the region when they assumed their high offices. Hearst described it as no longer as "old world" but a "new world" in terms of what is going on.

The OPC appearance of Hearst Force members, as they reviewed findings from their recent Far Eastern visit, was described as "our New Haven opening."



Bulletin artist Kay Kato depicts two top Hearst names — William Randolph Hearst Jr. and Bob Considine.



between 1961 and the end of 1966, and official estimates forecast an even bleaker future for Soviet circulation managers: 27,000,000 sets are on the planners' books for 1966-70.

\* \* \*

Munich was host to a number of visiting firemen who came down (and up and across) to Beerville-on-the-Isar to cover the recent Bavarian elections.

Among heads counted were:

**Osgood Caruthers**, Los Angeles Times; **George Sherman**, Washington Evening Star; **Roger Mauge**, Political Editor, Paris Match; **Olof Starkenberg**, Foreign Editor, Expressen (Stockholm); **Svante Loeftgren**, Expressen (Bonn correspondent); **Robert Haeger**, US News & World Report; **George McLaren Thomson**, Reuter; **Werner Zwick**, United Press International; **Edward De Fontaine**, Westinghouse Broadcasting Corp.; **Phillip Calder** (and 2 cameramen), Canadian Broadcasting Corp. (TV); **Alexander Gall**, Independent Television News (London); **J.A.G. Nicol**, Deputy Foreign Editor, Daily Express (London); **Colin Lawson**, Daily Express (Bonn correspondent); **George Vine**, Daily Mail; **Reginald Peck**, Sunday Telegraph; **Colin Frame**, London Evening News; **Dennis Newson**, The Sun (London); **Alexander Korab**, Neue Zuercher Zeitung; **Leigh Botterell**, Melbourne Herald Group (Australia).

\* \* \*

**Stan Silbey**, former deputy information officer for Seventh Army, Stuttgart, moved in mid-December to Boeblingen, Germany, where the sign on his door now reads Deputy for Public Affairs, Seventh Army Support Command.

## VIENNA . . . . . from FRED BAER

It's hard to believe — but Vienna's foreign press corps is Europe's third largest, after Paris and Bonn. Nobody is more surprised about this than the foreign correspondents here. There are 167 of them, compared to 171 in Bonn. Main reasons for this are Vienna's proximity to Eastern Europe, mainly Czechoslovakia, Hungary, Bulgaria and Rumania, the ease of getting visas and the short distances which allow correspondents to stay abreast of the news.

Vienna's press corps, which includes 66 Austrian nationals working full or part-time for foreign news media, is featured regularly live on Austrian television in the evening, moderated by **Helmut Zilk**, local celebrity among TV-casters. Foreign correspondents exchange viewpoints on political, economic or cultural matters at roughly four-week intervals.

In often heated debates, Western and Communist correspondents talk over the



IN ATHENS: Recent informal lunch meeting at Hilton in Athens brought several OPC-news-paper types together for reunion. From left are **Rosemary Baker Wagg**, Travel Agent Magazine; **Alkaios Angelopoulos**, Hearst Headline Service; **Connie Soloyanis**, San Francisco Chronicle; **Alfred Wagg**, Journal of Commerce; and Hearst's **Bob Considine**.

heads of those present for home consumption. In a Jan. 9 telecast, **Zilk** presented Austrian Federal press head **Fritz Metznik** and six correspondents. After admitting that there is some room for improvement in local working conditions, Western and Eastern correspondents agreed that Vienna is a pretty good place to work from and for both sides of the political fence.

One air hour farther East, in Budapest, an English-German paper — **Daily News-Neueste Nachrichten** — is a smash hit and its editors doubled the press run to 15,000 after the initial day's 7,100 copies were sold at newsstands within minutes. The bi-lingual paper is produced by an MTI staff, Hungarian Telegraph Agency, from material gathered by MTI and bought from Western agencies.

## MADRID . . from ENRIQUE MENESES

The Ritz Hotel was the scene this week of a brilliant, if sad, farewell party for **Dennis McEvoy**, who is off to Tokyo, after a brief stopover in New York, to take over as Editor for Asia for the Reader's Digest. Among those gathered to wish him well were Ambassador **Angier Biddle-Duke**, Mrs. Donovan (wife of US Military Mission Chief), the entire Reader's Digest team headed by **Vicente F. Bobadilla**, leading figures from Spanish press circles such as Mr. **Martin Sanchez Julia** from the powerful Catholic Action movement, foreign and US newsmen among whom were **Ralph Forte** (NY Daily News), **Jay Rutherford** (Hearst Bureau Chief), **Tad Szulc** (NY Times Bureau Chief) and **Enrique Meneses** (Fotopress).

Highlight of the evening came when

Ambassador **Biddle Duke** and an official from Spain's Information Ministry called all to attention to announce the Spanish Government decision to grant Spain's highest civil merit award to **Dennis McEvoy** — a Knighthood in the Order of Queen Isabella the Catholic. This honor comes in recognition of the great work accomplished by **Dennis McEvoy** over the years, not only as founder of the Reader's Digest Iberian Edition, but for Spanish-American relations in general.

The Iberian Edition, or "Selecciones" as it is known here, is today one of the most successful of Digest operations throughout the world and in Spain ranks among the top press enterprises — not only in the magazine field but also with its records, record players, albums, books, etc. This is quite an achievement in a country with tight controls on the activities of foreign publishing companies and is indeed a tribute to the personal labors of **Dennis McEvoy**. However, quite aside from the initial groundwork of negotiations with the government and actual implantation of the Iberian Edition (including a testimonial from **Franco** himself) which were fraught with such difficulties as would have dampened the initiative of a lesser man, **Dennis McEvoy** showed exceptional skill in choosing collaborators to build up and expand upon his groundwork. Most of the initial team is still there and this correspondent, although his own career with RD was shortlived, is proud today to be able to say that he was the first collaborator **Dennis McEvoy** had in Spain when he arrived more than fifteen years ago.

(Cont'd on page 6)



# WORLD-WIDE TICKER

(Cont'd from page 5)

## PANAMA . . . from CREDE CALHOUN

The third anniversary of what the Panama press now calls the "incidents of January 9, 1964", but formerly called "a wanton attack on unarmed Panamanian students by the U.S. Army", did not draw very much press coverage and wasn't worth what it got.

Henry Giniger came in from the New York Times Bureau in Mexico, his second visit in the new year. Don Bogning, Miami Herald, was also on the job. Tom Streithorst, NBC New York, was assisted by Jim Nichols, cameraman from Mexico, and Merwin Sigale, came from Miami to cover the "story" for ABC.

## WASHINGTON . . . . . from JESSIE STEARNS

Washington press was surprised by Walter Lippmann's decision to live in New York after 20 years here. Unofficial and often unsolicited adviser to Presidents and Secretaries of State since 1938, he has been out of favor with President Johnson because of his criticism of Viet Nam war. The 77-year-old columnist plans to live eight months of the year in a Park Avenue apartment and the other four, beginning in May, in Paris. The Lippmanns sold their Maine retreat.

While Presidential Press Secretary George Christian is recuperating from surgery for removal of a portion of spinal disc, Deputy Press Secretary Robert Fleming and Assistant to Press Secretary Tom Johnson, and occasionally Bill Moyers will handle the two daily briefs.

Retired NY Times columnist Arthur Krock was named to executive board of Georgetown University's Center for Strategic Studies and will assist in communications and publication. . . . Ruth Hatch, while hospitalized, learned that her son-in-law, Matthew F. Norton, American University professor, who was on a round-the-world sailing expedition to study volcanoes, was safe. Reports reached Washington that the instrument-packed schooner Dana was caught in a heavy Red Sea squall. Also on board were here daughter and their three children.

Maurice Johnson, UPI, was reelected

president of White House News Photographers Association, and AP's Byron Rollins, treasurer. New officers are: Walter E. Bennett, Time, vice-president, and Norman Driscoll, Washington Post, secretary . . . . Linton Wells, Storer Broadcasting, interviewed Vice-President Humphrey on his New Year's "Report to the People."

During Congressional recess House of Representatives press gallery was renovated. Superintendent Richard Embly says everything in cramped little gallery, "will be new, down to the paper clips." Ben West, deputy superintendent, led drive to renovate the gallery, which had exposed electrical wiring. UPI's Frank Eleazer, chairman of Congressional Standing Committee, called the gallery — 150 feet long by 16 feet wide — "antiquated and dirty." West figures wooden cabinets will hide much of the jumble of old newspapers, copy paper, press releases and other scrap that clutters up the gallery. He says no one knows how old the gallery is, but records show that one existed in 1877.

## Letters

### PRO-FLIGHT

We are delighted that the OPC is again having a Charter Flight. We have taken the Charter several times and would like to stress its superior services over ordinary trips. On the latter, you're an anonymous passenger. On the OPC Charter, you're somebody all the way.

These are some of the differences we have noted:

All the Charter Flights have left on time. On a recent trip, our plane was five hours late leaving Kennedy, arriving after three in the morning instead of the more civilized hour of 10 p.m.

We had to get ourselves to and from airports. There was no Charter Chairman to arrange bus service (this also saves hard cash).

Without knocking good economy-class service (and we have had that), obviously certain extras cannot be offered. Our flights are like putting wings on the convivial OPC bar and dining room — with unlimited gourmet food, drink and service. After waiting for an asked-for cup of coffee for almost an hour on one regular flight, such service seems all the more magical. The crew is there just for you, and they never let you forget it. The plane is yours, and the passengers are your colleagues. There is plenty of room for seat-hopping, yet you can be as independent and away-from-it-all as you desire.

And when all the OPCers converge on London for the big homeward-bound party (there's an earlier one in the city of arrival) it's a great feeling to be back among your own. Not only is getting there half the fun — so is the trip back!

Frances and Henriette Kish

### FOR QUALITY COVERAGE OVERSEAS

Certainly it is admirable to promote international freedom of the press. It seems to me, however, that the OPC might also work for better foreign coverage by American news media, given existing facilities.

So much present reporting seems geared to crises and spectacular events, rather than to a responsibility to explain what is really important, why and what can be done about it. So much present reporting seems influenced by the pressures of deadlines and competition rather than by a desire for accuracy, balance and perceptiveness.

Isn't the OPC a logical meeting ground for exchanges of ideas on the virtues and faults of present foreign coverage and the possibilities of improvement?

While restrictions on press freedom certainly interfere with the public's right to know, so does weak or distorted reporting.

Paul Grimes, Philadelphia



Bulletin Committee Chairmen:  
Alton Kastner David Resnick  
Lawrence Stessin

Managing Editor: Sibby Christensen

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Classified column advertising (not for commercial use): 50¢ per 40-space line. Must be received in written form by noon Mondays with advance payment. (No phone orders.) Commercial and display rates on request. Yearly subscription: \$10 NY local; \$12 US airmail; \$20 overseas.

Editorial deadlines: Noon Mondays for column items, noon Tuesdays for all other materials.



## Placement

### New York City

**M-232-Wanted:** Top quality writer for slick internal/external quarterly on major account of leading PR firm. Must be good feature and mag length article writer, capable of doing own research and producing sparkling copy. Must have good client contact possibilities. Salary about \$13M.

**M-231-Wanted:** PR-trained individual with air marine travel experience to handle VIP traveler publicity, sea and air travel promotion, for agency and/or carrier system; handle internal publications, brochures. Salary \$10-12M, depending on ability.

**M-230-Wanted:** Able writer to prepare copy and publications for major international welfare agency. Fund-raising experience vital. Salary \$9-11M.

**M-226-Wanted:** Staff writer for woman's newspaper features. Experienced only. Salary commensurate with experience. Contact Mr. Glenn Hilken, LO 3-0400.

**M-225-Wanted:** Versatile writer to handle popular treatment of medical subjects for print, media and radio. Ability to create story ideas and deal with contacts with major media. Salary \$10 to 15M, plus fringe benefits, on basis of experience.

**M-220-Wanted:** New York correspondent for swimming pool industry trade journal, re-

quired to contact NYC area business firms for news items, prepare up to 3000 words of news copy monthly, at \$75 per month. Address resumes to Jules Field, Pool News, 3923 West 6th Street, Los Angeles, Calif.

**M-221-Wanted:** For PR department of blue chip corporation, PR staffer to handle employee and management communications, Stockholder bulletin, divisional press relations, help with general corporate publicity. Editorial experience combined with PR background required. Good writer, editor, special events planner. Salary \$9500 to 11,500.

**M-222-Wanted:** Industrial product publicist, strong in writing and placement work, for major PR company's client. Newspaper and or editorial experience with PR knowhow required. Salary \$10-12M.

**M-223-Wanted:** Secretary-assistant: for two key executives (publisher and merchandising director) for long established expanding national newspaper magazine. Diversified responsibilities, growth future. Light steno or dictaphone necessary. Salary \$90. Park at 54th. PL 5-7900. Mr. Frank or Mrs. Emley.

### Germany

**M-229-Wanted:** News writer, broadcaster for American Forces Network, Frankfurt/Main, Germany. Applicants MUST have prof. on-air broadcasting experience, plus experience or college training in news writing. Incumbent to serve as news writer, broadcaster, re-writing news stories from AP, UPI copy,

news gathering, editing copy and tape recordings. Conduct news interviews, read newscasts on air. Quarters' allowance appropriate if determined eligible. Grade and salary: NGS-8, \$7,068-9,183 per annum. Send SF 57 or resume in lieu of such form, along with tape of newscast and sample of newswriting, based on newspaper copy, to E. W. Radenburgh, AFN Europe, CPO APO 09757, New York.

### Chicago

**M-228-Wanted:** Magazine oriented publicist, preferably in Chicago area, to do research for storylines and features for business and consumer magazines. Work in Chicago offices of internationally known businessman's organization. Can develop into permanent position. Please send resume.

### Cleveland

**M-227-Wanted:** PR manager for fast-growing, diversified, publicly-traded blue chip industrial manufacturer. New post: set up internal PR department, direct stockholder, plans, management and community relations, also product publicity. Serve as liaison to outside PR counsel. Editorial or marketing experience more important than actual PR experience. Familiarity with Ohio preferred. Company will pay for relocation. Salary \$12-15M.

Please write c/o Box No. attention Placement, Overseas Press Club. Only members' resumes will be forwarded directly to advertiser.

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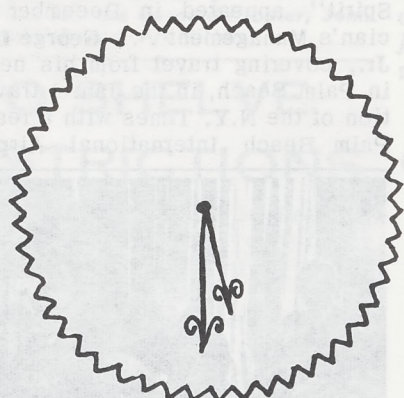
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## PEOPLE & PLACES

By BETTY ETTER

ON THE GO: NBC news producer **Lucy Jarvis** back from Paris, where she arranged for the first live color TV show via satellite, a Picasso special to be aired Feb. 15. . . . **Daniel J. Scherer** manager of communications services for IBM World Trade Corp., to Panama in mid-February to conduct communications workshop for the personnel of company operations in Central America and the Caribbean area. . . . **Ruth Gruber** (Mrs. Philip H. Michaels) back from Germany and Austria, where she covered the war crimes trials, and Israel, where she attended the dedication of Edith Lehmann High School in Dimona, the Negev, built by the New York UJA Division and where a classroom was named in her honor. She is off now on a lecture tour to Denver, Los Angeles, Chicago and Worcester, Mass. . . . **Alan Forberg**, managing editor of Automobile International and Fleet International, in Mexico City, where he is supervising the launching of the first issue of Automovil Mexicano, a new McGraw-Hill magazine to be published in Mexico. . . . **Bradley Smith** in New York Jan. 17-21 en route to Jamaica to complete arrangements for the publication of "The New Caribbean" for Simon & Schuster. . . . **Helen Auble**, editor and publisher of Caribbean Publications, in NY from her St. Thomas headquarters.

CHECKING IN: **Peter Grose** from the Soviet Union. . . . **Thomas C. Bodin** from Germany.

NEW POSTS: **Ted A. Ramsay**, of Ft. Lauderdale, appointed to represent the Four Seasons apartments and their Le Dome penthouse restaurant in public relations, publicity and advertising. He will also serve as director. Ramsay was formerly PR director of General Aniline and Film Corp. in New York. . . . **George Natanson** transferred from Mexico City to Buenos Aires, where he is opening a new news bureau for the Los Angeles Times. . . . **David Schoenbrun** to Radio Pulsebeat News, for which he will do a daily piece, plus a half-hour monthly in depth interview with major personages in the news. . . . **Louis J. Garcia**, director of PR for Panagra, to Braniff International airline Feb. 1 as a vice president in charge of corporate public relations for international operations.

BOOKS: **Walter Henry Nelson's** "Small Wonder: The Amazing Story of the Volkswagen" (Little, Brown, 1965) to be reissued in revised form in 1967 after five editions in the US. Eight translations are scheduled for foreign publishers (German and Dutch editions are already out) and Hutchinson of London will publish the U.K. and Commonwealth

edition this year. Nelson's "The Great Discount Delusion" (David McKay, 1965) which was brought out in a paperback by Pocket Books in 1966, being translated into German for publication this year by Econ Verlag. . . . "The Plaza: Its Life and Times" by **Eve Brown** due out Feb. 27 via Meredith. . . . **Zander Hollander** has edited "Great American Athletes of the 20th Century" (Random House) and is co-author, with Larry Fox, of "The Home Run Story" (W.W. Norton).

ARTICLES: **Alan Levy** reports a double feature in Jan. 20 Life, an article on "Perils of My Friend Milos" and a column by George P. Hunt called "So Who Is Alan Levy?" with a picture, even. . . . Barron's National Business and Financial Weekly (published by Dow Jones) devotes its front page and three inside pages of its Jan. 16 issue to a documented article by Veep **Hal Lehman** and Brutus Coste (ex-Secretary General of the Assembly of Captive European Nations) exposing the potential damage to American and free-world interests in President Johnson's "State of the Union" proposals for expanded US trade with the Soviet Union. . . . **Theodore Berland's** piece on what our lives will be like 20 years from now, which appeared originally in Illinois Bell News, is reprinted in the January issue of WE of Western Electric Co., and in Catholic Digest. His "Wine: History's Special Spirit" appeared in December Physician's Management. . . . **George L. Hem, Jr.**, covering travel from his new home in Palm Beach, in the Jan. 1 travel section of the N.Y. Times with a feature on Palm Beach International Airport, in

January Palm Beach Life Magazine with a piece on Austria; and "Inside Fair Japan" in February.

RADIO & TV: Congressman Emanuel Celler, chairman of the House Judiciary Committee, on "Victor Riesel Interviews" . . . **Boyd Lewis**, president and editor of NEA, on the Joe Franklin Show (WOR) Jan. 12 to discuss the role of today's newspapers. . . . **W. Averell Harriman**, US Ambassador at Large, discussing "East and West — Can the Twain Meet?" on **Dorothy Gordon's** NBC Youth Forum Jan. 22. . . . **Harrison Salisbury** interviewed on ABC-TV's "Eye-witness" Jan. 14 re his recent trip to North Viet Nam. . . . **Milt Caniff** ("Steve Canyon") and **Henry Ketcham** ("Dennis the Menace") are two of the cartoonists to participate in an NBC-TV special, "The Fabulous Funnies," scheduled for next season.

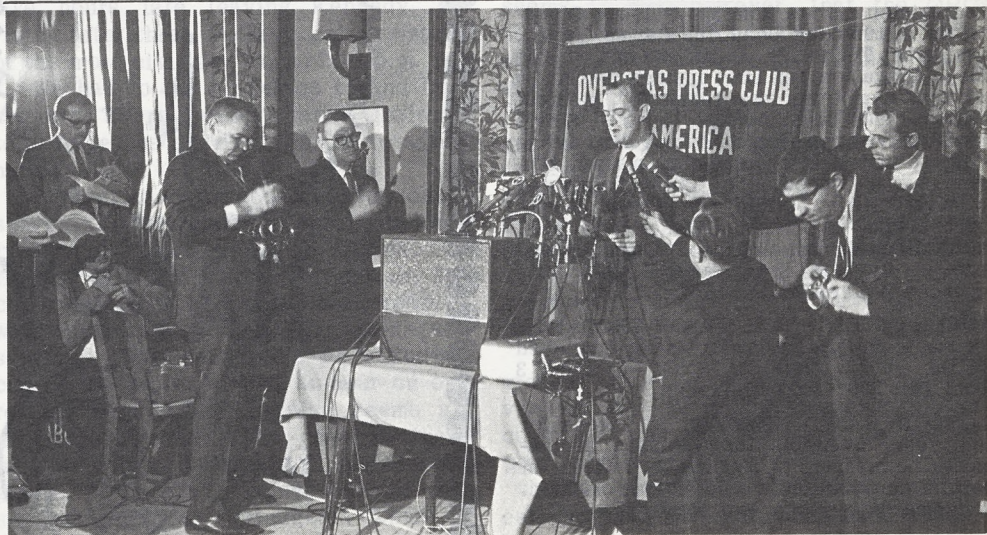
SPEAKERS: **Bennett Cerf** to give several lectures in Hawaii in April under a new lyceum series sponsored by the U. of Hawaii and the State Foundation on Cultural Arts. . . . NY News newsman **Jesse W. Brodey** was guest speaker at two sessions of Westchester Community College Police Science course on "Human Relations." His subject: "The Press and the Police."

HONORS: **Wes Gallagher**, AP general manager, named to receive the William Allen White Foundation's 10th annual National Citation for Journalistic Merit.

BIRTHS: **Elizabeth Zwerling**, born to Sandra and **Ben Zwerling** on Jan. 4, their second child, second daughter.

MARRIED: **Howard Rausch**, Moscow correspondent for McGraw-Hill, to **Larisa Bistрова**, a Russian translator, in Moscow on Jan. 14. They honeymooned in Soviet Georgia.

SEEN IN THE GRILL: Comedian **Bert Lahr**.



IT HAPPENED AT THE OPC: Author William Manchester is surrounded by news photographers at a news conference — held at the OPC — announcing that a settlement had been reached between him, Mrs. John F. Kennedy and publishers Harper & Row in the controversy over the manuscript for *The Death of a President*.